

Keith-O'Brien Co.

Topsy said she "Jist Grewed"—while we were born big—and a healthy cherub we be. We, too, delight in birthdays, and ours will occur this week. In honor of the important occasion we will give a party. You are invited to it. It will last all week.

Do you recall the elat with which we were ushered into being?—how the event became almost a holiday?—the great throngs that surged to the house?—the enthusiasm?—the well wishes?—how, with unanimity, the populace bid us welcome? To justly commemorate the festive occurrence,

a special anniversary sale has been arranged for the week. Through this medium we hope to evince our appreciation of the people's good wishes—the splendid trade so heartily extended us—for the change in sentiment—for the confidence accorded our moderate prices.

Anniversary Sale

LACE

VAL. LACE and insertion for trimming dresses and underwear, worth 25c and 35c a dozen—ANNIVERSARY PRICE, 21c doz.

ALLOVER LACES for making lace waists—Anniversary prices, 75c and \$1.25 yard for white, cream and cerise; black, only \$1.25.

EMBROIDERED INSERTIONS in mainbock, hamberg and swiss—1 to 2 in. wide—for trimming shirt-waists and dresses—worth up to 35 cents. ANNIVERSARY PRICE, 15c doz.

SPECIALS

ANNIVERSARY SALE.

Shoe Bargains

300 PAIRS of ladies' lace boots with dull mat kid tips, vici kid vamps, patent leather tips, and opera heels. These shoes are made of light fine stock with turn soles and are suitable for street and dress wear. Sizes 2 to 8; widths, B to E. Regular \$3. ANNIVERSARY PRICE, \$1.95.

225 PAIRS of ladies' heavy sole street boots with plump vici kid uppers, patent leather tips and military heels. We also have this shoe with the low square heel for misses. It is a suitable walking or street boot and makes a good school shoe for large girls. Sizes, 2½ to 8; widths, B to E. Regular \$3. ANNIVERSARY PRICE, \$1.95.

100 PAIRS of ladies' velour and box calf boots. These shoes are made of whole stock calf skins with good plump white oak soles, and a neat, dressy toe, medium height military heels. It is an ideal shoe for mud and rough wear. Sizes, 2 to 7½; widths, B to E. Regular price, \$2.50. ANNIVERSARY PRICE, \$1.95.

200 PAIRS of ladies' strap and fancy evening slippers, beaded and plain vamps, with medium and high French heels. Ten styles to choose from, in all sizes and widths. Regular \$2.50 and \$3. ANNIVERSARY PRICE, \$1.95.

15 NEW LASTS FOR SPRING.

ASK TO SEE OUR ANNIVERSARY OXFORDS AT \$2.

ASK TO SEE OUR ANNIVERSARY HIGH BOOTS AT \$3.50.

ANNIVERSARY SALE.

Spring Gloves.

THE EAGLE KID GLOVE, in all shades and sizes, which sells at \$1.25, can be had this week at the ANNIVERSARY PRICE OF \$1.00.

ANNIVERSARY SALE.

BEAUTIFUL LINENS

ANNIVERSARY PRICES apply to about 25 pattern table cloths of an excellent quality of linen.

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|----------------------------|-------------------|--------|----------------------------|-------------------|--------|
| 2½ yards long, \$3.25. | Anniversary price | \$2.50 | 3 yds long, worth \$4.50. | Anniversary price | \$3.50 |
| 2½ yds long, \$4.00. | Anniversary price | \$3.00 | 3 yds long, worth \$6.00. | Anniversary price | \$4.75 |
| 2½ yds long, worth \$5.00. | Anniversary price | \$4.00 | 3 yds long, worth \$6.50. | Anniversary price | \$5.00 |
| 3 yds long, worth \$4.25. | Anniversary price | \$3.25 | 3½ yds long, worth \$5.50. | Anniversary price | \$4.50 |
| 3½ yds long, worth \$7.50. | Anniversary price | \$6.00 | | | |

ANNIVERSARY SALE.

OXFORD WAISTING BARGAINS

We have decided to offer at this sale a line of beautiful Oxfords, the values of which run from 30c to 40c a yard, at the special ANNIVERSARY PRICE OF 20c

ANNIVERSARY SALE.

ELEGANT SHIRTINGS

IMPORTANCE shall be given to the ANNIVERSARY SALE by offering values which range from 35, 40 and 50 cents at the ANNIVERSARY SALE PRICE OF 19c

ANNIVERSARY SALE.

Opportunity in Bleached Muslin

UP-TO-DATE—Known in every home as a standard make—4 quarters full bleached—worth 10 cents. ANNIVERSARY PRICE, 6½c

These values are genuine. All are one-yard wide and are desirable for underwear and other purposes. See the lines.

STAR SPECIAL—made by the Lonsdale mills, which is a sufficient guarantee—full bleached—regular at 9 cents. ANNIVERSARY SALE PRICE, 6c

PLANTATION—Another bleached muslin which is always a splendid value at 8 cents. ANNIVERSARY SALE PRICE, 5c

DUNNELLIN MILLS—Full bleached and regular at 7½ cents. ANNIVERSARY PRICE, 5c

We protect the consumers' interests against exorbitant prices.

Anniversary Bargain Week Special Reductions

ANNIVERSARY SALE.

Hair Ornaments

The latest ideas in hair ornaments are shown in the Millinery Section. The lines include the newest New York Embellishments.

The Basement Section is nearly ready to surprise you. Everybody saw a spring look last week, and the result was a big business.

Once upon a time a traveling man had a sample-room around the corner from Main, on Third South. He sent a helper to get some cheap stuff to serve as coverings. The man sauntered up Main to one of the stores that would probably sell that sort of material at the lowest price. He paid 75c a yard. Some more was needed. The man thought it would make no difference if he did pay a little more for the balance. He came into our store and incidentally admired the beautiful appointments while going back to the domestic section. He got what he wanted—at 35c a yard. He nearly fell dead and traveling man later almost joined him. Then they told the circumstance.

Our showing of spring merchandise aroused great interest during the week. Style supremacy means our store.

ANNIVERSARY SALE.

...LADIES' RAIN COATS...

STYLISH CRAVENETTES—Full length—seem to hold the field this spring. We sell the New York kind, made in every texture and description. Some of them have deep shoulder capes and are trimmed with buttons; others have the high military collars while some are collarless. 34 to 40. Regular price, \$15 to \$20. ANNIVERSARY PRICE, \$12.75

ANNIVERSARY SALE.

Attractions in Cloaks and Suits.

WE ARE ANXIOUS to impress our customers and prospective purchasers with the immensity of selections in POPULAR PRICE GARMENTS. Therefore, to give impetus to the anniversary sale we inaugurate still more forefurl bargains in suits, raincoats and waists.

LADIES' AND MISSES' SPRING SUITS, made of blue, black and brown chevrons, in medium, dark and fancy mixtures, in both imported and domestic makes. These suits are usually made in cotton and blouse effects, wide puff sleeves with gauntlet cuffs; skirts unlined; skirts of the latest style-type and containing girdles. Sizes 34, 36, 38 and 40. Regular prices \$18.50, \$20 and \$22.50. ANNIVERSARY PRICE, \$16.75

The different sections vie with each other in trying to make the prettiest spring displays.

What a great change there has been in one year in sentiment as regards our prices.

ANNIVERSARY SALE.

Undermuslins at Special Prices.

GOWNS—Made of good muslin or cambric; yoke trimmed with hemstitched tucks; lace or embroidery insertion; hemstitched or embroidered ruffle. Regular price 75 cents. ANNIVERSARY PRICE, 65c.

GOWNS—Made of good cambric; round neck, embroidered edge; heading. Regular price \$1.00. ANNIVERSARY PRICE, 75c.

CORSET COVERS—Made of fine muslin, yoke lace insertion, lace edge ruffle. Regular price 65 cents. ANNIVERSARY PRICE, 45c.

ANNIVERSARY SALE.

Nearly 100 Remnants

INDIA LINON, Persian lawn, mainbock and dimity—and other white goods slightly soiled from frequent handling. ANNIVERSARY PRICE ONE-THIRD REDUCTION.

ANNIVERSARY SALE.

SPRING SILKS

WASH SILKS—Habutai cord wash silks in solid white and colors. Popular for shirt waists. Regular 35c; ANNIVERSARY PRICE, 25c.

WHITE HABUTAI SILK—10 pieces, 20-inch pure silk, plain weave, white, natural finish silk. Greatly in demand for shirt waists. Regular, 50c; ANNIVERSARY PRICE, 25c.

FOULARD SILKS—Navy and black grounds with polka dots, 1000 yards in different styles to select from. Stylish for shirt waists. Regular, \$1; ANNIVERSARY, 65c.

BLACK TAFFETA SILKS—1000 yards, 21 inches wide. Fine pure dye best black taffeta; very strong, high luster and soft finish. Equal to any 50c silk; ANNIVERSARY PRICE, 50c.

ANNIVERSARY SALE.

As to Silks

Do not fail to see our new lines of fine silks for shirt waist suits in Checks, Pin Stripes, Gun Metal effects, Louisines, Messelines, Chameleon effects, Foulards and Shantung in colors, plain and embroidered.

As to Dress Goods

The imported novelties for gowns are now on display.

Madame Jones' dress making department resumes operation Monday, the Madam having returned from the style centers. Many of the latest novelties are in stock. Patterns only. They are extreme types and our own importations.

ANNIVERSARY SALE.

SPRING DRESS GOODS

BLACK AND COLORED VOILES—10 pieces, 38 inches wide. Fine all-wool voiles in black, brown, tan, gray, navy and green. It is the most desirable wool materials in use this season. Regular, 50c; ANNIVERSARY PRICE, 35c.

NOVELTY SUITINGS—10 pieces, 28 inches wide. New all-wool mixtures in grays, browns, navies, tans and green. Regular, 60c; ANNIVERSARY PRICE, 45c.

MOHAIR MIXTURES—10 pieces, 38 inches wide. New shirt waist materials in different colorings. Regular, 65c; ANNIVERSARY PRICE, 45c.

VOILES—Black, cream, reseda, tan, champagne. No better for \$1. ANNIVERSARY PRICE, 75c.

ANNIVERSARY SALE.

Latest Stationery.

PAPER AND ENVELOPES—50 sheets each—white and tint—with two initials embossed—regular at \$2.00. ANNIVERSARY PRICE, \$1.15. Three of the finest grades of paper to select from: vellum, bond or satin. This special price is made because of the ANNIVERSARY and to direct attention to the Stationery and Drug section.

FOR ANNIVERSARY WEEK, or as long as it lasts, we will sell a good quality of 25c, 30c and 35c stationery at 15 cents a box. White, tints and ruled or unruled. This is a special anniversary inducement, arranged purely to attract attention to the Stationery section.

The Spring Girl feels perfectly at home in our store.

ANNIVERSARY SALE.

Handkerchief Special

CHILDREN'S colored borders—regular 3c for 1c while they last.

LADIES' unlaundried initial handkerchiefs, anniversary price, 2 for 25c.

LADIES' unlaundried initial handkerchiefs—ANNIVERSARY PRICE, 3 for 50c.

LADIES' SHEER linen initial—regular 40c. ANNIVERSARY PRICE, 3 for \$1.00.

ANNIVERSARY SALE.

Infants' Vests.

INFANTS' VESTS AND BANDS—Full lines are shown in wool, silk and wool and all silk.

ANNIVERSARY SALE.

Here's What the Boys Will Find.

BOYS' KNEE PANTS, made of all-wool chevrons and fancy mixtures; taped seams and patent leather belt. For boys from 3 to 12 years. \$1.00 and \$1.25. ANNIVERSARY PRICE, 65c.

One of the little cash boys sized up the display of millinery the morning of the opening and finally drew out: "My, I wish I was a woman so as to buy some of them hats."

ANNIVERSARY SALE.

Of Interest to Little Girls

SUIT DRESSES, made of blue chevrons and serge; sailor and Gibson wide shoulder effects; lined and unlined; 6 to 12 years—\$4.50. ANNIVERSARY PRICE, \$2.95.

ANNIVERSARY SALE.

Half Off--Corset Special

STRAIGHT FRONT CORSETS in broken sizes—good up-to-date styles—in white, drab and black, including some in pink and blue fancies. Immediate response will insure getting the right size, \$2 to \$5. ANNIVERSARY PRICE, \$1 to \$2.50.

Every store can talk—but moderate prices talk the more forcibly.

Ready for Easter

...THE... Millinery Opening

Fulfilled the highest anticipations. A lady who travels extensively and is familiar with similar exhibits in Paris and other origins of style complimented the character of hats and the general effect of the opening. Many other kind words were heard. Not only were the fine hats shown to best advantage, but the medium and popular-priced conceptions awakened much favorable comment.

Every hat, from the exclusive importation to the modest creation at a few dollars, possesses style. And another fact which attracted attention was the very moderate prices. We are as anxious

to cater to the lady in the little cottage and the wage-earning girl as to the shopper in affluent circumstances.

ANNIVERSARY SALE.

Turkish Towels.

50 dozen cream Turkish towels—regular at 12½c. ANNIVERSARY PRICE, 10c.

ANNIVERSARY SALE.

Table Damask Linen

Three pretty patterns, full bleached, all linen, and worth \$1.00 a yard. ANNIVERSARY PRICE, 80c.

Our Domestic Stock is complete. The qualities are standard. We carry 400 well selected gingham patterns which sell at 12½c.

ANNIVERSARY SALE.

Big Ribbon Special

TAFFETAS AND SATIN TAFFETAS—Newest shades in widths of 4 and 5 inches. Regular 45 cents. ANNIVERSARY PRICE, 25c. Make early selection.

ANNIVERSARY SALE.

Men's Corner.

75c men's shirts for 50c. 35c suspenders for 25c. Boys' suspenders, 15c; 2 for 30c. Soft front spring shirts, \$1.00 for 75c. Soft front spring shirts, 75c for 50c. Half hose, good values, 15c and 2 for 25c. Similar reductions on other lines of hose. Handkerchiefs, 10c, 3 for 25c. Pure linen handkerchiefs, 25c. Arrow brand of collars for men and boys, 15c, 2 for 25c. ANNIVERSARY PRICES cuff buttons, collar buttons, scarf pins, etc.

ANNIVERSARY SALE.

For the Airy Girl.

WHITE SHIRT WAISTS—Made of lawn and trimmed with embroidery and lace; also of fine cotton damask and mercerized chevrons. Included in this waist sale will be the entire line of the John Forsythe waist (the style of which is the same from one season to another), in colored and white madras and chevrons, 32 to 44. Regular prices \$2.45 to \$4.50. ANNIVERSARY PRICE \$1.95. Make early selection.

ANNIVERSARY SALE.

Comforts.

\$1.50 comfort cleanup—\$1.00.

Your little child can shop at our store and get treated right.

ANNIVERSARY SALE.

Spring and Summer Underwear.

We carry the splendid Harvard makes of spring and summer underwear. The new lines are now in. Attention is called to ladies' vests with high neck and long sleeves; low neck and no sleeves; ladies' ribbed equestrian drawers in ankle length; ladies' union suits in high neck, long sleeves and ankle length, and low neck, no sleeves and lace trimmed. As a special, to attract attention to the section, all of our fancy 65 cent hose will be sold at the ANNIVERSARY PRICE OF 49 cents.

We never advertise a price until we are sure it is a bargain.

ANNIVERSARY SALE.

..HALF PRICES IN SOUVENIRS..

Frequent inquiry at the Notion Section prompts us to introduce a special ANNIVERSARY SALE in our choice selection of Rhine stone pieces, richly ornamented, \$15.00 and \$20.00. ANNIVERSARY PRICES, \$9.00 and \$10.00.

IVORY PIECES—Representing the highest art in hand carving. Regular prices, 65c to \$25.00. ANNIVERSARY PRICES, 35c to \$12.50.

The Notion Section will be interesting this week with its little ANNIVERSARY prices.

Handbags, regular at \$1.25 for \$1.00. Handbags, regular at 65c for 50c. Handbags, "Peggy from Paris," \$2.25 for \$2.00. Handbags, \$1.50 for \$1.25. Handbags, regular at 50c for 25c. Hose supporters, \$1.00 and 75c for 50c. Silk belts, regular at 35c for 25c. Crushed leather belts, 25c for 15c.

White elastic belt, gilt trimmed, \$1.75 for \$1.25. Black comb, regular at 75c for 50c. Barrette pins, regular at 15c for 10c. "Silko" and camel silk closing out the lines 5c a ball—2 for 10c. Gem shields, silk, 5c, 40c and 50c for 25c. Gem shields, cotton, 35c and 50c for 15c. Tape in any size, 2 for 5c.